Prismforce

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Building the pre-eminent vertical SaaS for tech services

2023

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Prismforce is founded by domain experts with unparalleled exposure and insights into the tech services sector

Somnath Chatterjee

Founder

Ex McKinsey Partner, Ex McK Digital India Lead
IIT Kharagpur '03, IIM Calcutta '07

- Oversees client impact and people
- Led engagements with 30+ IT companies, 10+ software players and 20+ Tech diligences at McKinsey
- Served 1 of top 2 IT players in each of US, Eastern & Western Europe, India and Japan amongst others
- Ex Global lead, McKinsey IT delivery modernization practice
- Co Chair Professional Standards Committee, McK India
- Thought leader, collaborated with Nasscom extensively
- Ex TCS, Ex Merrill London Equities Trading
- Dr BC Roy Memorial Prize, IIM Calcutta

Mohd Qasim

Co-founder

EX McKinsey Sr Engagement Manager, 10+ yrs consulting & tech experience
IIT Delhi '08, IIM Bangalore '13

- Oversees product strategy and client implementation
- Led initial thinking on product portfolio and build out
- 15+ IT providers/ BPO/ captives served extensively in US, India
- Drove digital transformation of TSC at mid sized IT clients
- Deep expertise in IT service delivery and operations
- Track record of multi Mn$ impact at multiple Tier 1 players
- Supply chain experience while at Caterpillar, brief prior stint at a mobility startup
- Gold Medalist at IIM Bangalore

Cohesive top team, aligned with the vision with relevant expertise

Ranajit Bhattacharjee
Engineering Lead
Ex-Infosys (2 tech patents in Europe & USA)
IIT Kharagpur '03

Sumit Kulkarni
GTM Lead
Ex-Deloitte, Private Circle
AIT Pune '02, IIM Calcutta '07

Ashwini Dixit
AI-ML Lead
Ex Reliance, Mu Sigma, Vodafone Analytics
IIT Kanpur '03, IIM Calcutta '07

Tej Pratap
Product Lead
Ex Amazon, McKinsey, Opera Solutions
IIT Kanpur '12 (Dir Gold Medal), IIM Ahmedabad '15

Sanket Kadam
Customer Success Lead
Ex McKinsey, HRS
BE MBA Mumbai University '13

Amol Pol
Technical Lead
Ex ZEE5, Here, Toppr, Cisco
IIT Jodhpur '13

Chinmay Anand Misra
Solutioning Lead
Ex McKinsey, AWS
IIT Kharagpur'11 (Gold Medal), ISB'16 (Dean's List, SRITNE Scholarship)

Ankit Agrawal
Implementation Lead
Ex Mckinsey
IIT Kanpur '12, ISB'17 (Dean's List)

We aim to be the vertical SaaS leader for tech services sector

Banking	Insurance	Pharma/Lifesciences	IT/Tech Services
TEMENOS	Duck Creek Technologies	Veeva	Prismforce
BACKBASE	GUIDEWIRE	MEDIDATA	
MAMBU		BIOCLINICA AN ERT COMPANY	
ncino			

Talent supply chain is a top source of competitive advantages for the IT sector

GTM capabilities | Differentiated Offerings | **Talent Supply Chain (TSC)** | Delivery Competitiveness

Drives critical P&L components

- Talent is **80%-85%** of total cost
- TSC controls **cost chokepoints**, **reduces leakages**
- **Drives growth** by faster and on-time fulfilment

Best players have significantly better TSC metrics

epam

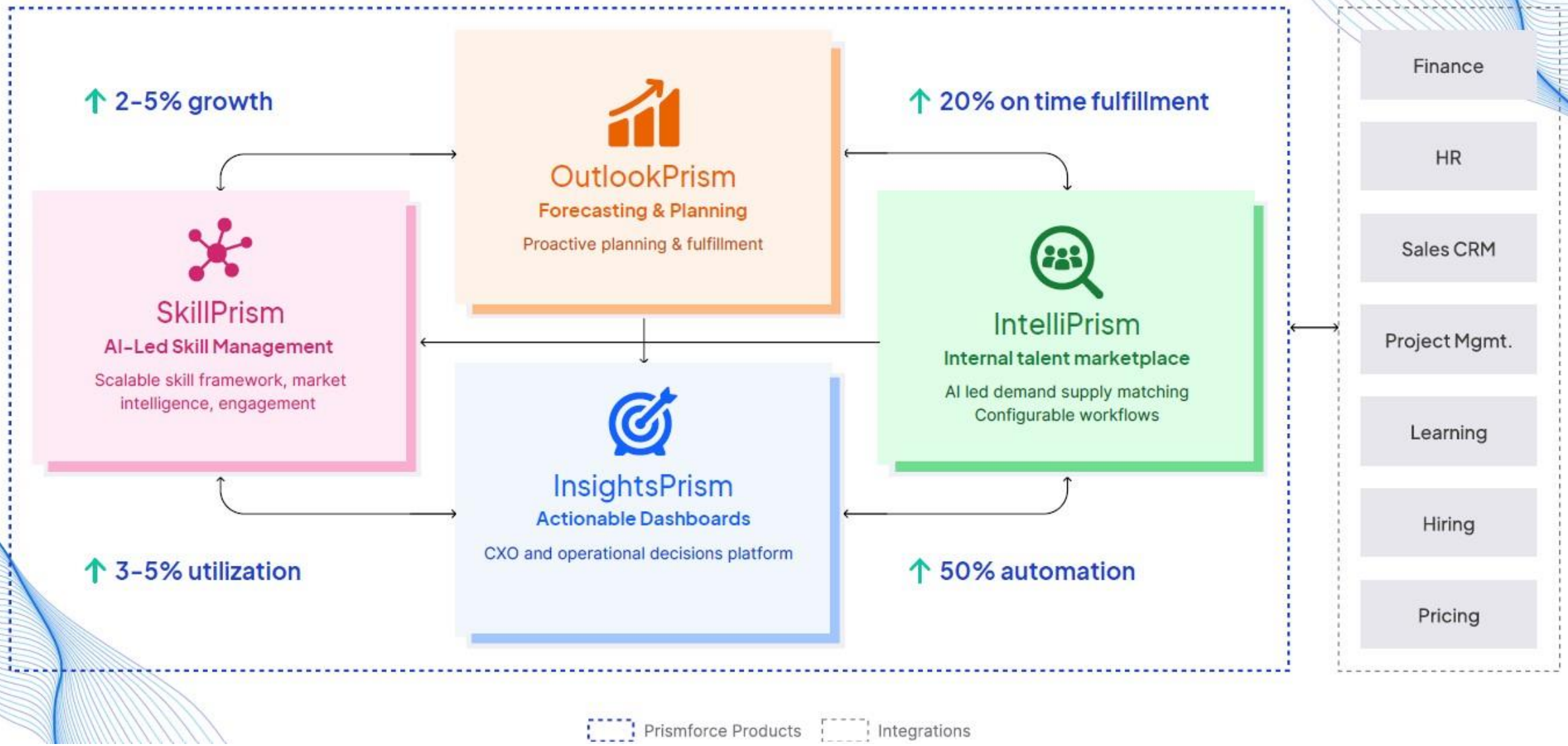
Infosys

accenture

tcs TATA CONSULTANCY SERVICES

Enabling 8-12% higher growth and / or margins vs peers

Prismforce has reimagined talent supply chain for tech services



SkillPrism is Prismforce's AI led E2E skills management system that helps increase skill coverage, internal fulfilment, and reduces time to fulfil

One-stop Cross-Skilling & Development

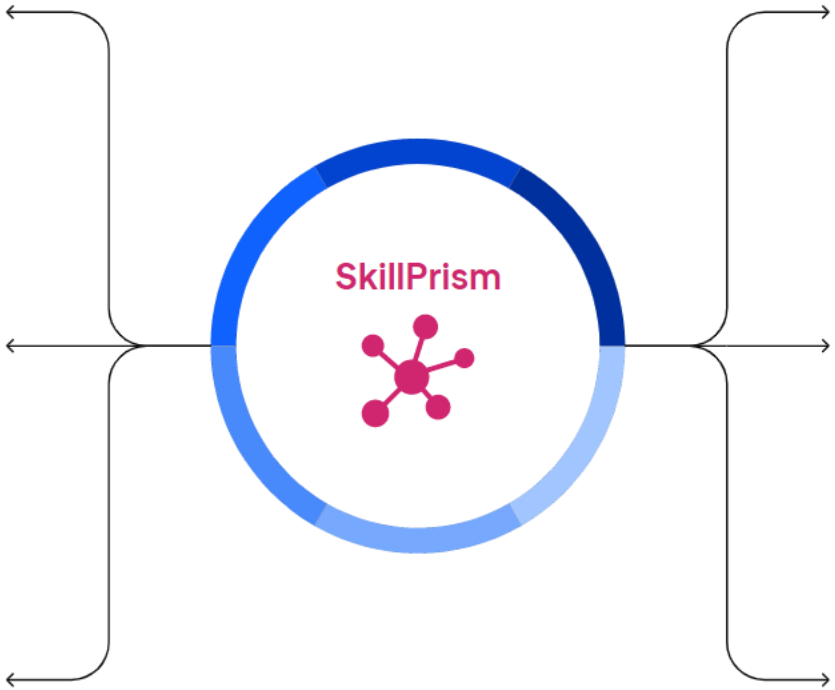
- AI led nudges, recommendations
- 3P Courses (Coursera,Udemy)
- Career Path Builder
- Internal Job postings

Higher Adoption and Engagement

- Employee Engagement: Internal LinkedIn+ tech Q&A hub
- Auto-notifications & Chatbots
- Teams and Slack Integration

Faster Reporting & Decision Making

- 30+ Actionable Dashboards
- Live Sales dashboard
- Resume builder & 1-click download to fast-track proposal discussions
- Integrated Perf. Management tasks for managers;



Machine Based Skill Profile Creation

- Auto-skill profile builder
- Machine Generated Auto proficiency score
- 1-click profile creation

Accurate & Reliable Skill Inventory

- Multi-source skill capture
- Approval workflows
- Integrated Assessments (4 partners)
- Learning agility score

Ready-to-Use Scalable Skill Framework

- Skill taxonomy and adjacency
- 15+ configurable attributes
- Specializations for price premiumisation
- 360-degree profile
- Holistic team view
- Market intelligence on skill demand, RSL based cost & pricing (with Avasant, Aon)

↑ 95% coverage ↑ 20% fulfillment ↓ 50% time reduction

IntelliPrism: 4 key modules covering end-to-end talent supply chain requirements

IntelliPrism

Demand Creation	Demand Fulfillment	Customizable Workflows	Dashboards & Reports
• Configurable templatised demand • Standardised JDs • Lead time predictor • Demand shaping recos	• Multi-skill demand search • Adjacency based search • Candidate evaluation workflows • Collaboration history • Priority scores	• Multiple UI based customizable workflows • Rules engine for validation	• Intuitive dashboards CXO to operating level • Actionable insights

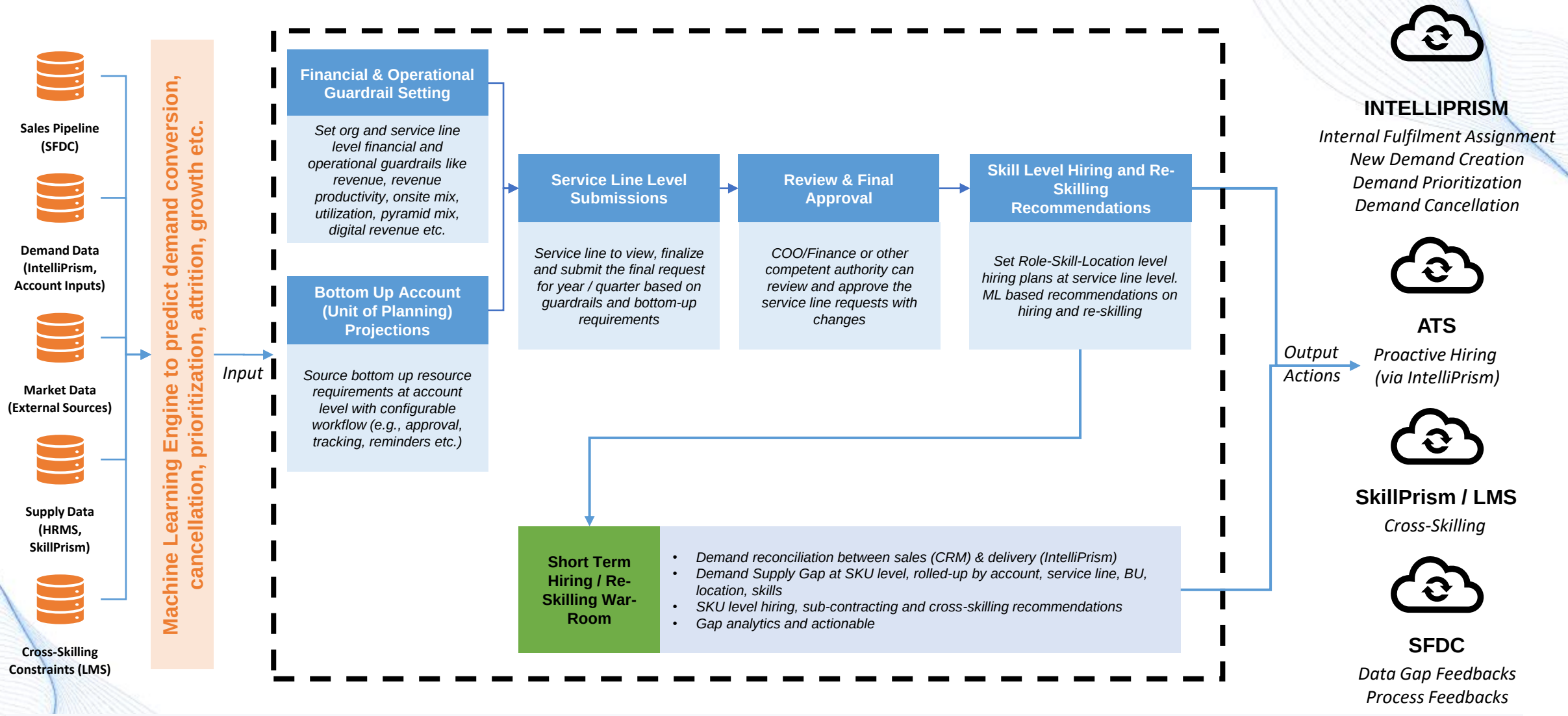
↑ 3-5% higher utilization

↑ 20% higher fulfillment

↓ 30% lower time to fulfill

OutlookPrism aims to enable data backed actions on short-term and long-term fulfilment, cross-skilling and hiring to reduce cost of delivery

MVP1
MVP2+



↑ **50-75 bps potential higher utilization[1]**

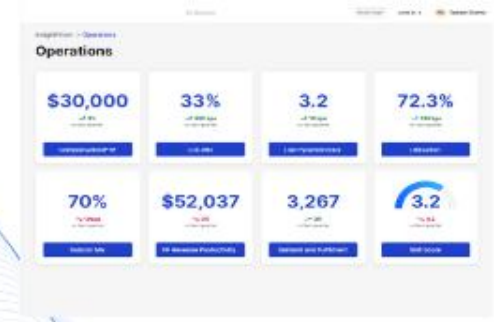
↓ **50-100 bps potential lower rev. loss[1]**

↓ **10-20 bps potential lower cost[1]**

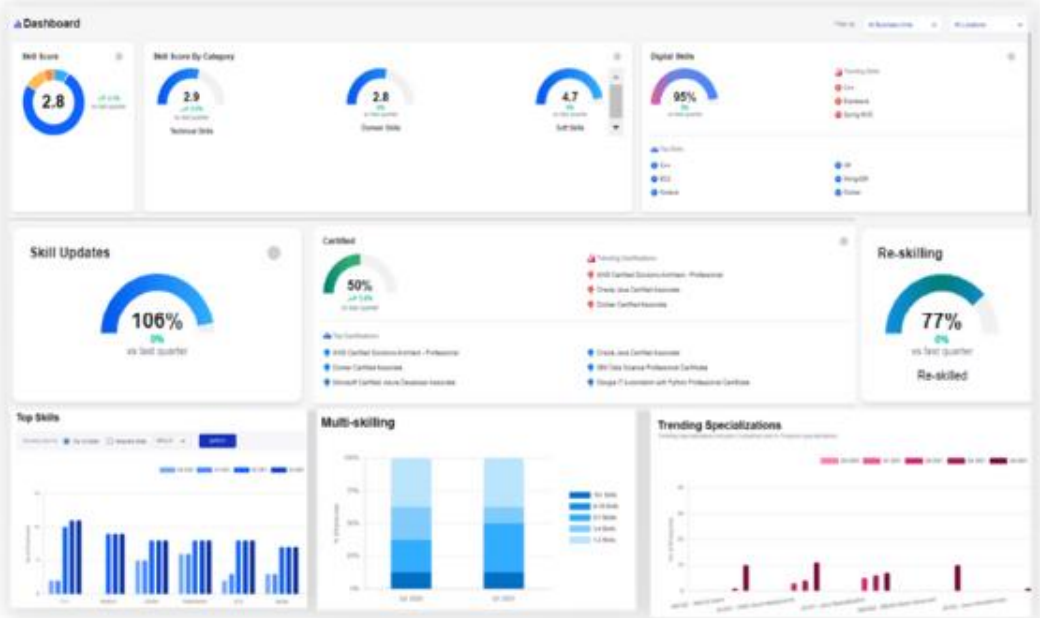
1 Potential impact. Realization will require process changes, systemic data linkages and change management; in addition to OutlookPrism

InsightsPrism provides a cockpit view of org with recommended actions for improvement

CEO view



CEO / COO View (Operations)



InsightsPrism Dashboard

Utilization Waterfall

Attrition Deep-Dive

Utilization Deep-Dive

Demand & Fulfilment Dashboard

Digitising talent supply chain can enable significant EBITDA impact for IT providers

Better Speed and Time to Market	Higher Agility	Lower Unit Costs / Higher Productivity	Better Employee Satisfaction
20% Faster project starts	**10%** Higher on-time fulfilment	**3-5%** Higher Productivity	**20%** Reduction in non-value add work
15% Faster time to market	**90%+** Forecast accuracy	**3-4%** Reduced cost per FTE thru internal fulfillment	**5%** Lower attrition

Prismforce: Select Client Profiles & Product use-cases

Listed Indian Mid-tier IT Services firm

- ~15K+ FTE
- **SkillPrism, IntelliPrism, InsightsPrism** deployment
- PF beat multiple players with 15 years experience in this domain

PE backed US based Digital Specialist

- ~6K+ FTE, growing 30%+
- Evaluated global HCM and LXP solutions, chose us. Initiated a talent transformation with **SkillPrism** at the core.

PE backed IT Specialist

- ~8K+ FTE
- **SkillPrism, IntelliPrism, InsightsPrism, OutlookPrism** deployment
- Significant impact on fulfillment - increased internal fulfillment by 25-30% and reduced time to fulfil by 30%

PE backed US based Digital Specialist

- ~40K+FTE, transformational opportunity
- **SkillPrism** at the core of a talent transformation
- Skills mapped to ~90% users in scope; ~2x increase in skills / user through auto-profiling without any user intervention

Listed Indian Product Engineering firm

- ~25K+ FTE
- Evaluated 4 solutions and selected Prismforce as their partner to modernize TSC function with **IntelliPrism**, **SkillPrism** and **InsightsPrism** modules.

Tier 1 IT Services firm, Top 5 globally

- 300K+ FTE
- Won Global competitive RFP against multiple ERP/HCM/Talent intelligence players
- Significant impact during pilot on AI led skill discovery
- Org wide **SkillPrism** rollout expected to start soon

Thank You

For more details, please get in touch with:

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